

RESOLUTION NO. 74270

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE (1) RECOGNIZING WIDESPREAD SUPPORT FOR THE NAME “LITTLE SAIGON” IN THE BROADER VIETNAMESE-AMERICAN COMMUNITY; AND (2) DETERMINING THAT THE IDENTITY OF THE BUSINESS DISTRICT SHOULD BE DETERMINED BY IDENTIFIED STAKEHOLDERS ACCORDING TO A PRE-DETERMINED PROCESS

WHEREAS, on June 5, 2007, the Council of the City of San Jose (“City”) directed City and Redevelopment Agency (“Agency”) staff to conduct community outreach on the designation of a portion of Story Road, between Senter Road and US 101, as a business district; and

WHEREAS, on August 15 and October 10, 2007, Agency and City staff conducted community meetings to solicit input on the proposed Vietnamese retail destination area, and participants overwhelmingly supported the proposal; and

WHEREAS, a memorandum from Mayor Reed, Vice Mayor Cortese, and Councilmembers Nguyen, Liccardo and Chirco, dated November 15, 2007, recommended that the area be officially designated as “Saigon Business District”; and

WHEREAS, on November 20, 2007, the City Council adopted Resolution No. 74127 to (a) recognize Story Road, between Senter and US 101, as a Vietnamese Retail Area and select “Saigon Business District” to identify the area; and (b) direct the City Manager and City Attorney to explore the policy and ordinance changes to allow for the placement of decorative street banners and gateway signs in the public right-of-way for the purposes of identifying unique retail areas; and

WHEREAS, after several months of controversy and debate, on February 13, 2008, the Rules and Open Government Committee (“Committee”) met and heard additional public testimony; and

WHEREAS, the Committee took formal action to recommend, among other things, that the City Council rescind Resolution No. 74127.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSE THAT:

1. The Council recognizes the widespread support for the name "Little Saigon" in the broader Vietnamese-American community and appreciates the thousands of people who have spoken out and expressed their views on this subject; and
2. The Council determines that it is up to the local members of any future business district to decide what they want to call their district. The identity of that district

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will be determined by identified stakeholders according to a pre-determined process, and not imposed by Council.

ADOPTED this 4th day of March, 2008, by the following vote:

AYES: CAMPOS, CHIRCO, CHU, CONSTANT, CORTESE,
LICCARDO, NGUYEN, OLIVERIO, PYLE, WILLIAMS;
REED

NOES: NONE

ABSENT: NONE

DISQUALIFIED: NONE

CHUCK REED
Mayor

ATTEST:

LEE PRICE, MMC
City Clerk